



# Tapu!tea

...ina ia manino le folauga.

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## Governor Togiola is delighted with HC Utu Abe Malae's decision to remain at DBAS

(AUCKLAND, NZ) – Governor Togiola Tulafono, in Auckland, New Zealand enroute to Hong Kong for the Investment Conference, today (Friday in NZ) expressed his happiness in receiving the good news of High Chief Utu Abe Malae's decision to remain as president of the Development of American Samoa.

The following is the official statement from Governor Togiola:

"I am very happy that HC Utu has made a decision to stay on with DBAS. I was always confident that Utu's interest is still more along the lines of helping American Samoa become a better place to live rather than money. Naturally, we would all like to earn more money to take care of our families and responsibilities to our community, but I believe Utu's decision reflects his announced desire, that he made to me, to be a part of the transformation for our island country.

Utu and I have had discussions about transforming DBAS into a real engine of change and improvement for American Samoa. We have discussed the need to have the bank become more involved in identifying viable and worthwhile businesses that can help our community grow and become stronger, and either nurture the upstart of new entrepreneurship along those lines, or helping existing businesses improve their products and services in order to create more exportable products and services. We have also discussed ways to create more employment and continue to drive improvements in the quality of life for American Samoa citizens and residents.

I wish to thank Utu for making this very tough decision that, as a Territory, we will all greatly benefit."

## Governor Togiola announces \$1.3million for drug, alcohol and tobacco prevention

(UTULEI) - Governor Togiola Tulafono is pleased to announce that the Territory of American Samoa has been awarded \$1,313,096 from the U.S. Department of Health & Human Services Center for Substance Abuse Prevention (CSAP) in 2006-2007 to implement **SPF-SIG Fa'a Samoa** to prevent substance use among adults and youth.

This grant initiative, directed by the Department of Human & Social Services (DHSS), will deliver a total of \$6,565,480 to the Territory over the next five (5) years to coordinate and improve drug, alcohol and tobacco abuse prevention efforts among government agencies and develop community coalitions to deliver prevention programs in villages across Tutuila and Manu'a.

"I am extremely pleased with the success of the Strategic Prevention Framework State Incentive Grant proposal focused on community-based prevention planning. The First Lady and I share a genuine concern over the rise in social problems affecting our children and families over the last decade," said Governor Togiola. "Life is changing in our Samoan community. Outside influences, new pop culture and media glamorizes the use of alcohol, tobacco and other drugs. It is important, now more than ever, that we work together as a community to strengthen our families and reinforce self-resiliency within our children so they can make healthy choices for their future."

A primary purpose of the grant funding is to improve the infrastructure and capacity of the entire Territory to collect and share health, social service and law enforcement data so that decisions on substance abuse prevention programming can be based on factual information and improvements can be tracked over time.

A key component of this effort is the First Lady's Leadership Initiative to Prevent Underage Drinking, "Ta'ita'itama." The First Lady's mass media campaign and village outreach heightens community awareness around underage drinking as a social issue that needs to be addressed at all levels of our community.

This initiative will be markedly different than past substance abuse prevention efforts in American Samoa. It will create collaboration among all government and private sector agencies involved in prevention efforts for adults and youth, and will direct the majority of the funding to community coalitions to implement programs specifically designed by and for the villages and families they serve.

Over the next year, villages will be assisted by project staff in joining together to form community substance abuse prevention coalitions. These coalitions will be provided with health, law enforcement and social data for their villages that illustrates the areas of greatest need for programs and policies to prevent substance use. Based on identified needs, each coalition will develop a substance abuse prevention plan and will be funded through the project to implement proposed activities.

(continued on page 3)

## Governor Togiola and delegation to attend investment conference in Hong Kong

(UTULEI) – Governor Togiola Tulafono will lead the American Samoa trade mission delegation to the inaugural MIPIM ASIA 2006 in Hong Kong, China this week.

The trade conference will be attended by 1,800 people, which will include 500 investors and developers of retailers and hotel groups, and 600 companies from 42 countries. According to Governor Togiola, the Territory's participation in the Hong Kong exposition is reaching out to Asia with hope that it may lead to much-needed economic growth in American Samoa.

"Asia is a very important area for potential investors and it is also important to look beyond the U.S. for investors," said Governor Togiola. "With the event being held in Asia for the first time, I believe the organizers sense the region's rapid economic growth and increasing cross-border collaboration among the property and the real estate industry. The Hong Kong Investment Conference provides an ideal platform for the Territory to attract investments."

Governor Togiola said the event has been designed to stimulate property business opportunities within the Asian and Pacific region and showcase the region to international property developers and end-users from other parts of the world, so it is critical that the trade mission reaches the Territory's foreign target groups. And with half of the 600 companies at the meeting being Asian companies, there will be plenty of opportunities for Americans Samoa's presentation.

"We can't stress it enough that economic growth is a major priority," said Governor Togiola. "It is essential that new economic development be brought into the Territory quickly because the canneries are not stable, and if they leave, replacement businesses must be available. Our uniqueness and strong links to the USA are powerful assets, which other participants will not have."

The three-day MIPIM Asia 2006 conference to be held September 27-29 at the Hong Kong Convention and Exhibition Centre, is being organized by Reed MIDIM, based in Paris.

American Samoa is promoting four development initiatives on government-leased land in the Pago Pago Harbor area and one for Manu'a islands. They are: (1) Cable Car Revitalization as a primary Pacific attraction to the 50<sup>th</sup> National Park of America; (2) Development of a Yacht Marina in Inner Pago Pago Harbor; (3) Re-development the Rainmaker Hotel (Time Share / Condominium); and (4) Manu'a Islands Eco-Tourism and Golf Course Development. "The exposure American Samoa will gain from this event will most likely generate much interest in our island economic development," said Governor Togiola. Governor Togiola also said he is very optimistic about the trade mission and is delighted of the opportunity to promote American Samoa as a location to set up businesses, as a trading partner, and to seek investment opportunities that will advance the economic well being of the Territory and its people.

"More than ever before, our efforts are aimed specifically at economic development. Bringing in new development here is very critical because our Department of Commerce estimates a 25% adverse impact on the economic welfare of our people if the canneries were to leave," said Governor Togiola. *(continued on page 3)*

## First Lady-Mary Tulafono Initiative to Prevent Underage Drinking reaches out to importers of alcoholic beverages for help with campaign

(UTULEI) - American Samoa's First Lady Mary Tulafono last month launched the Initiative to Prevent Underage Drinking, "Ta'ita'itama," as part of her local efforts --through a national group that includes governor's spouses-- aimed at preventing childhood drinking during the ages of 9 to 15.

The Leadership to Keep Children Alcohol Free initiative was established to make childhood drinking prevention a national health priority.

According to Mrs. Tulafono, this unique coalition is an inter-agency committee of the American Samoa Government, faith-based and community-based partners that will act as a catalyst to create momentum for change through public awareness and coordinated action in the Territory.

"Our children have excellent opportunities and a great future ahead for them and we don't want alcohol as an obstacle that will place limitations for their future," said the First Lady. "They deserve safe, healthy and long lives and therefore it is our responsibility to provide our children with healthy choices and avoid alcohol."

The Initiative to Prevent Underage Drinking, "Ta'ita'itama," reports that alcohol use is widespread among today's teenagers. Findings from a 2001 Youth Risk Behavior Survey (YRBS) say nearly 70% of 8th graders perceive alcoholic beverages as "fairly easy" or "very easy" to get. By the time they complete high school nearly 80% of teenagers have consumed alcohol, 30% report having been drunk in the past month, and 29% report having 5 or more drinks in a row in the past two weeks. Approximately 20% of American Samoa's youth surveyed tried alcohol, marijuana or tobacco before age 13.

The survey also (NOTED) said alcohol use increases substantially from Middle to High School. Approximately 20% of 8th graders report having recently (within the past 30 days) consumed alcohol compared to 35% of 10th graders and 50% of 12th graders. According to YRBS 2001, of American Samoa's 6 public high schools, 29.1% youth surveyed drank alcohol within the last 30 days.

A little over 20% of 8th graders report having been drunk at least once in their life compared to almost 45% of 10th graders and 60% of 12th graders.

Mrs. Tulafono cited the alarming facts and consequences of underage drinking.

"A person who begins drinking as a young teen is four times more likely to develop alcohol dependence than someone who waits until adulthood to use alcohol," said the First Lady. "During adolescence, significant changes occur in the body, including the formation of new networks in the brain. Alcohol use during this time may affect the brain development."

*(continued on page 4)*

## Governor Togiola announces grant of \$305,000 for Coral Reef Initiative projects

(UTULEI) - Governor Togiola Tulafono has announced the Territory's Coral Reef Initiative (CRI) Projects will receive a technical assistance grant for \$304,935 from the Office of Insular Affairs – Department of the Interior and the National Oceanic and Atmospheric Administration's Office of Ocean and Coastal Resource Management in Washington DC.

Governor Togiola said the technical assistance grant award will be used to carry out a number of projects that have been identified by the local Coral Reef Advisory Group. These include support for a coral reef coordinator, public awareness coordinator, capacity building scholarships, fisheries management education workshop, and mitigating land-based sources of pollution.

"I am very thankful for this assistance because it allows us to go forward with our high priority projects of improving the management and protection of the Territory's coral reef ecosystems," said Governor Togiola. "These funds will also help us reduce land-based sources of pollution and develop long-term strategies to address global change."

Governor Togiola said the award also included \$25,000 for an education and outreach capacity building project.

"These funds now support very important projects such a public awareness and education coordinator position who will conduct a "Year of Population" campaign as well offer support for a scholarship program to help develop capacity in local resource in local management agencies," said Governor Togiola. "These projects are consistent with the goals of the U.S. Coral Reef Task Force and will further our joint efforts to protect coral reef ecosystems for present and future generations."

Governor Togiola expressed his gratitude for the support of Director of the Office of Insular Affairs, Mr. Nikolao Iuli Pula, and also to the Department of the Interior and the National Oceanic and Atmospheric Administration's Office of Ocean and Coastal Resource Management in Washington DC.

"We greatly appreciate this funding and we are very thankful for the support as we address this initiative," said Governor Togiola. "It all will depend on four strategies-building partnerships, coordination, integration and capacity-building. But, for all of it to succeed, in effectively conserving and managing coral reef ecosystems, it is essential that we base our programs on local community development."

## \$1.3million for drug, alcohol and tobacco prevention

(from page 1)

In closing Governor Togiola congratulates DHSS Director Iaulualo Talia Fa'afetai and the Social Services Division for their hard work in the planning and program development of this project.

"Lt. Governor Ipulasi and I support this Initiative and look forward to building capacity at the village and county level so that local parents, teachers, nurses, health practitioners, police officers, spiritual and traditional leaders are empowered and supported in creating safe and healthy communities for our children," concluded the Governor.

For more information regarding **SPF-SIG Fa'a Samoa**, please contact Kathryn McCutchan-Tupua, Project Director, at 633-1190.

## Hong Kong investment conference

(from page 2)

"New businesses and industries, not tied to Section 936, are urgently needed. Our December 2006 extension of Section 936 was to find new options for our economy. Trade is critical to support and service our growing population."

Governor Togiola said many neighboring island nations would like to enjoy the advantages of a large tuna industry and US Territorial status; however, some serious problems also exist. The competitive edge that the local tuna industry has enjoyed for many years is now declining as competing industries in primarily Asia are challenging our local factories.

"With their loss go the major local employer and economic support to the Territory's economy. Territorial status and preferred entry status to the US market is, and will continue to be, an important trade advantage," said Governor Togiola. "American Samoa's dependence on U.S. financial support for infrastructure development and social programs is also becoming a problem - if the U.S. economy falters. Funds from federal programs can decline in the face of growing need - especially if the Territory's private economy faces the loss of its primary industry."

Governor Togiola said the obvious solution to counter these economic problems is to 1) diversify the local economy, 2) expand private employment while reducing the government's labor force, and 3) reach out to other sources of economic aid.

"This trade mission is essential in all three of these areas. Diversification needs to start before the loss of our major employers occurs. The supportive physical and labor infrastructure to the canneries is also an attractive base for new manufacturing enterprises," said Governor Togiola. "As the private sector expands, this will open the door to shifting part of the government employee base into the private sector. Privatizing some government operations would be one way to implement this objective. This should also have the benefit of reducing the need for federal funding supports, which may not be readily available in the future. Other sources of funding public facilities and services may be obtained from information and contacts generated through this trade mission."

The American Samoa presentation will include a booth at the trade show to distribute promotional materials and meet with potential investor and trading partners to discuss incentives for investment and location within the Territory.

A special feature has been produced on DVDs for distribution to participants that showcase American Samoa as an investment location. It emphasizes the culture, location and economic opportunities inherent in the islands and its people.

As a sponsor, American Samoa will host an event to draw investors and business people together with Governor Togiola and key private and public officials to promote our economy and inform them on the advantages and the special opportunities available in our territory.

A wide range of existing promotional materials have been assembled that highlight the Territory's natural and social environment, and present specialized information that would be valuable to investors and trading partners. Opportunities exist and incentive can be offered that make American Samoa's economy attractive in the global marketplace.

Governor Togiola said a presentation has been designed to raise awareness of American Samoa and its people and business opportunities and that it is important that the Territory's mission reach out to foreign business interests and get the message across.

(continued on page 4)



## First Lady-Mary Tulafono Initiative to Prevent Underage Drinking

(from page 2)

In the survey used by “Ta’ita’itama,” data gathered said motor vehicle crashes are the leading cause of death among youth ages 15 to 20, and the rate of fatal crashes among alcohol-involved drivers between 16 and 20 years old is more than twice the rate of alcohol-involved drivers 21 and older. The information also said alcohol use also is linked with youthful deaths by drowning, suicide and homicide. Alcohol use, according to the survey, is associated with many adolescent risk behaviors, including other drug use and delinquency, weapon carrying and fighting, and perpetrating or being the victim of date rape.

“It’s very important that we include in our message the health and economic consequences of underage drinking and we need to make the public aware of both the potentially harmful outcomes of early alcohol use and of the large numbers of underage drinkers,” said Mrs. Tulafono. “We can no longer view it as part of growing up because the data on the damage caused by early access to alcohol are compelling and demonstrate the need for a prevention campaign.”

In partnership with distributors of alcoholic beverages on island, Mrs. Tulafono met last month with a group local importer / wholesalers to gather viewpoints in addressing and preventing the sale and serving of alcoholic beverages to underage buyers.

“The meeting was to reach out to wholesale vendors to assist in ways to enforce the prevention of selling and serving of alcoholic beverages and compliance with established laws,” said the First Lady. “The legal requirement for all alcohol outlets is already there and establishments that comply with the law are contributing to the health and well-being of our underage population.”

In attendance at the meeting were: Dan Robinson (Panamax / San Miguel & Red Horse), Sam Kupa (Haleck Beverages / Steinlager), Taotasi Archie Soliai (GHC Reid & Co. / Vailima, Coors Light & Miller Genuine Draft), Susing Alevia of South Seas Distribution and Frank Gaisoa of TMO Beverage Plus, distributor and sub-agent respectively of Heineken, Corona, Budweiser, Bud Light, Bud Ice & Vodka Cruisers. The group has formed a subcommittee, and according to Soliai, the Initiative to Prevent Underage Drinking is a great idea that has been long overdue.

“There are a lot of teenage issues that society has been trying to address, but alcohol was never a priority so I commend the First Lady and the committee for initiating this campaign,” Soliai, who said emphasized that he was not the official spokesperson for their subcommittee. “The meeting we had was a positive one and I am glad that the importers have been invited to participate and all importers offered support. It was agreed that each importer would pay for a billboard for the campaign”

In speaking on behalf of GHC Reid as an importer of alcoholic beverages, Soliai says their company realizes that American Samoa is a democratic society where privileges and freedom to choose is protected by law. However, there are always concerns regarding the sales of alcoholic products to underage drinkers.

“There are those that push these privileges beyond what the letter of law intended and that is where problems begin. In offering our support and partnership to the First Lady in this Leadership campaign to Keep Children Alcohol Free, we are extremely appreciative of the opportunity to work collaboratively in a community network to address the issue,” said Soliai. “This community-based approach is ideal as the problem is, relatively, a community problem. As importers, we assert that we are not the problem and offer our services to be part of the solution.” Soliai said he was working with other importers in organizing a meeting next week.

The Leadership to Keep Children Alcohol Free has four goals: (1) Educate the public about the incidence and impact of early alcohol use by children between 9 and 15 years of age. (2) Energize the public to address these issues within their families, schools, and communities in a sustained way that seeks to elicit change. (3) Focus the attention of government and the community on the seriousness of the early onset of alcohol use. (4) Make prevention of alcohol use by children a priority in the Territory.

“I’m calling out to all establishments that sell and serve alcoholic beverages to please promote responsible beverage service and to comply with all laws restricting alcohol sales to underage buyers and help keep our children alcohol free,” said Mrs. Tulafono. “We can all make a difference for our children.”

This past June, the state of Hawai’i passed a bill to prevent underage drinking and drunk driving. The new law strengthens underage drinking enforcement by adding “consumption” and “ingestion of alcohol” to the list of prohibited activities by individuals under the age of 21. Current Hawai’i state law only prohibits minors from “purchasing” and/or “possessing” alcohol. This new law will make it possible for law enforcement officers to address situations where a person under 21 has illegally consumed alcohol, but is not caught possessing or purchasing it. Thirty-seven other states have similar laws that prohibit the consumption of alcohol by persons under the age of 21.

The new law in Hawai’i will now suspend the driving privileges of any person under 21 who illegally purchases, possesses or consumes alcohol. The violator’s driver’s license will be suspended for at least 180 days. If the individual is not licensed to drive, a judge would have the discretion to postpone eligibility to obtain a license for 180 days or until the person turns 17. In addition, all violators will be required to perform 75 hours of community service and undergo eight to 12 hours of alcohol education and counseling.

“This Initiative is for our children and their future and the future of our island home,” said the First Lady. “This is truly a shared responsibility. We must begin to communicate with our children by telling them that they have a right not to drink. Be a part of your children’s decisions. Keep them alcohol free.”

## Hong Kong investment conference

(continued from page 3)

“In order to meet the need to diversify our economy, it is essential that American Samoa reaches out into the global marketplace and promotes the investment opportunities inherent in our island,” said Governor Togiola. “This can’t be done without aggressively seeking potential investors and bringing the information they need to make decision directly to them. This trade mission holds the potential to build on past initiatives in our own region, and to now tap into potential resources in new locations. Asia represents a fertile area for significant investment opportunities, and this trade mission is an important means to gain access to that market.”

According to the organizers, the meeting promises to be exceptional. MIPIM Asia will not only be a unique platform to network with professionals throughout Asia and beyond, it will also offer the opportunity to gain a profound insight into the key issues that are shaping the real estate industry.

Along with its comprehensive program of conferences and international exhibition displays, MIPIM Asia has slated a series of prestigious networking events to attract key players from the global property market.

The “World Squared: Global Influences on Property in Asia-Pacific” is the key theme inaugurating the Pre-opening Keynote Address at MIPIM ASIA. The featured keynote speaker and star attraction is Rod Cornish, Head of Research at Macquarie Real Estate in Australia.

Joining Governor Togiola and First Lady Mary Tulafono are two cabinet members: Commerce Director – Faleseu Eliu Paopao and Budget Director – Magalei Logovi’i, and a support staff of eight. The delegation will return to American Samoa on October 1.